

# Transportation 2035 Voter Survey Results

Presented to:  
Metropolitan Transportation Commission  
May 27, 2008



METROPOLITAN  
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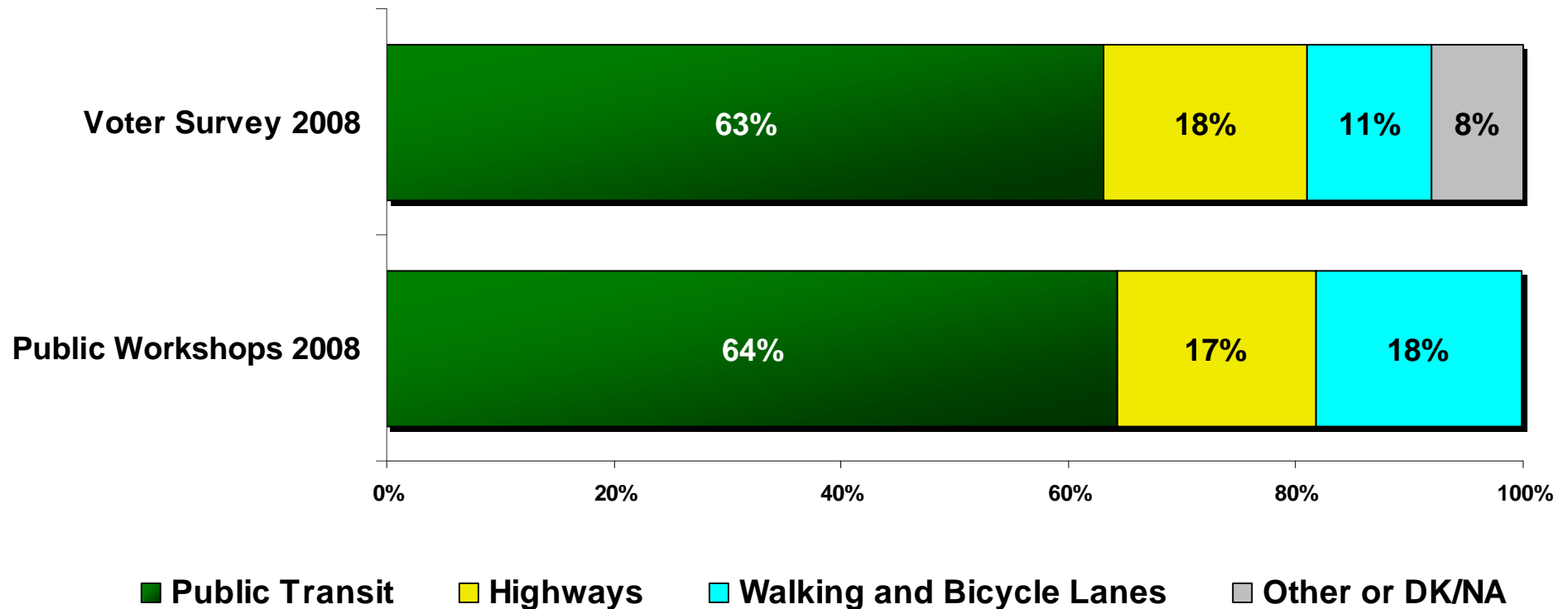
# Primary Research Objectives



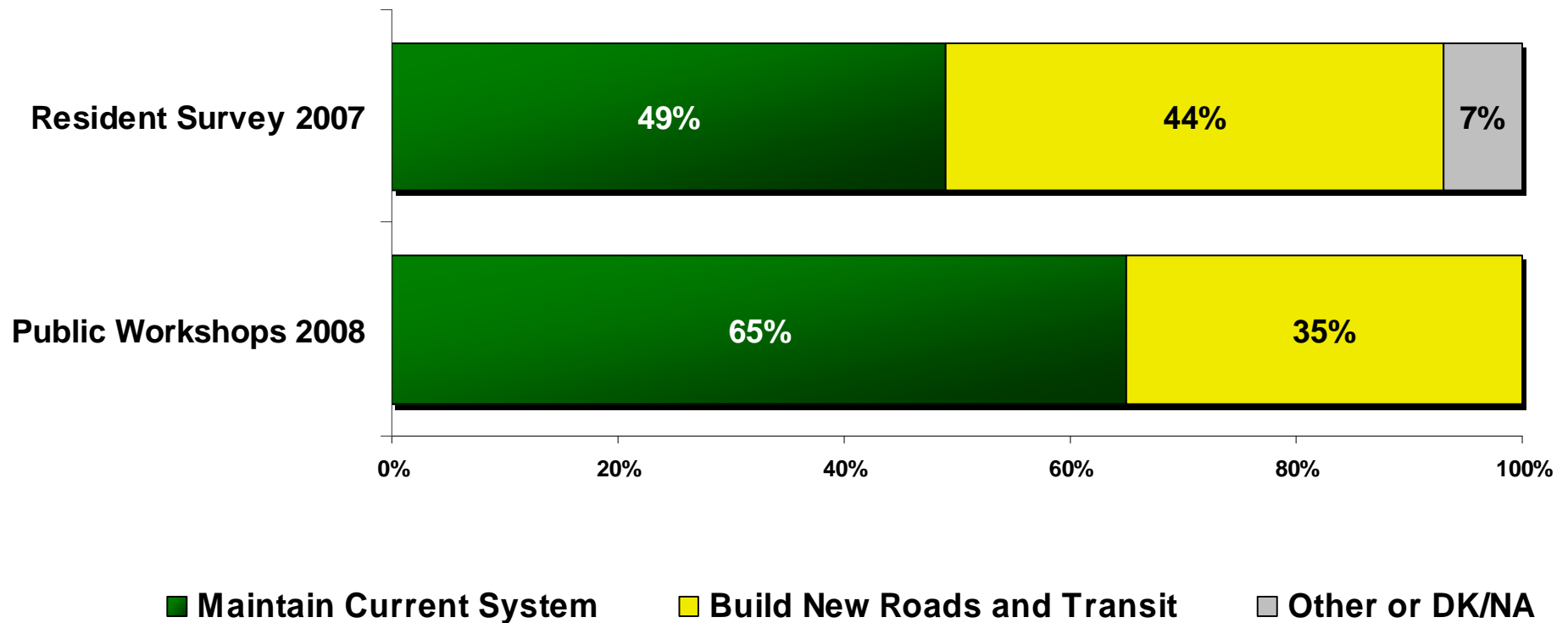
- Identify voters' priorities for future transportation investments and improvements
- Assess voters' support for establishing High-Occupancy/Toll (HOT) lanes on Bay Area freeways.

- Data Collection Methodology: Telephone Survey
  - Ø Stratified and Clustered sample of Likely Voters
  - Ø Survey length: 15 minutes
- Sample Size: n=3,602
  - Ø Likely Voters in 9-County Bay Area (2.7 million)
  - Ø 400 interviews in each county (401 in two counties)
  - Ø Margin of error +/- 1.6% overall
    - +/- 4.9% within each county
  - Ø Offered in English, Spanish and Cantonese
- Field Dates: March 26 to May 2, 2008

# Higher Investment Priority: Public Transit vs. Highways vs. Walking/Bicycling



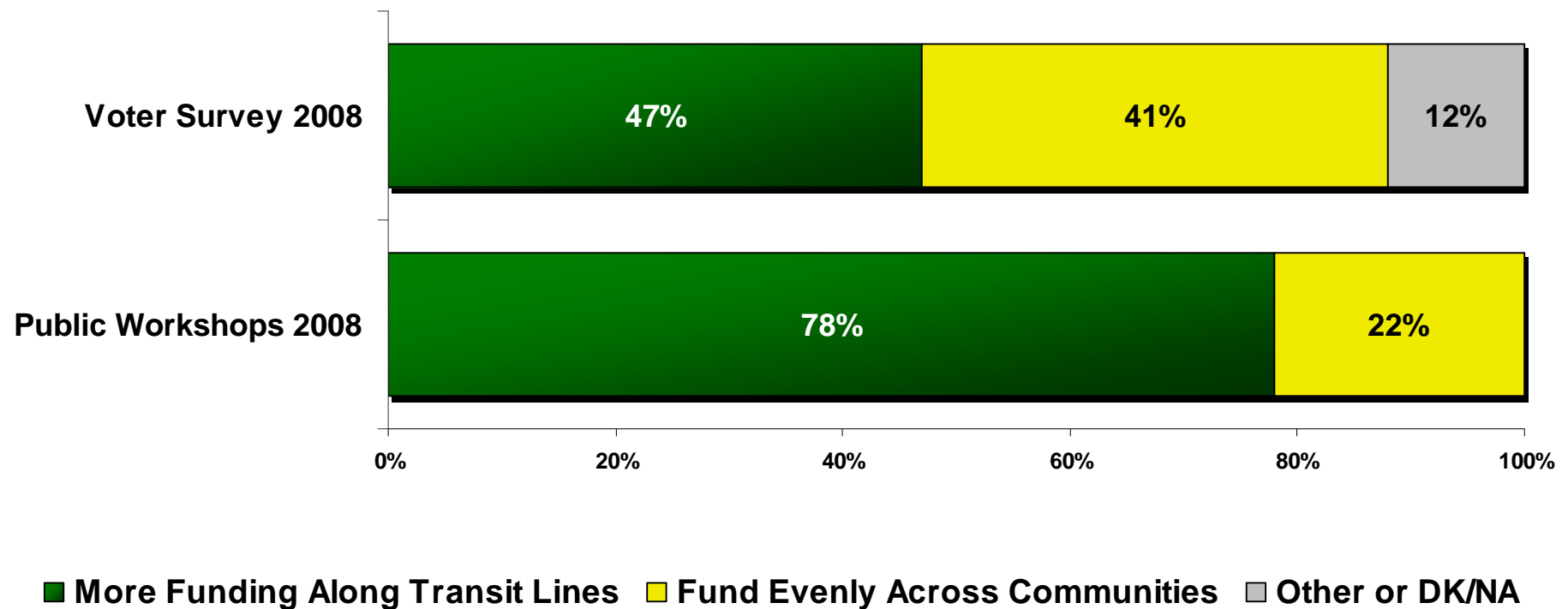
# Higher Investment Priority: Maintain vs. Build New



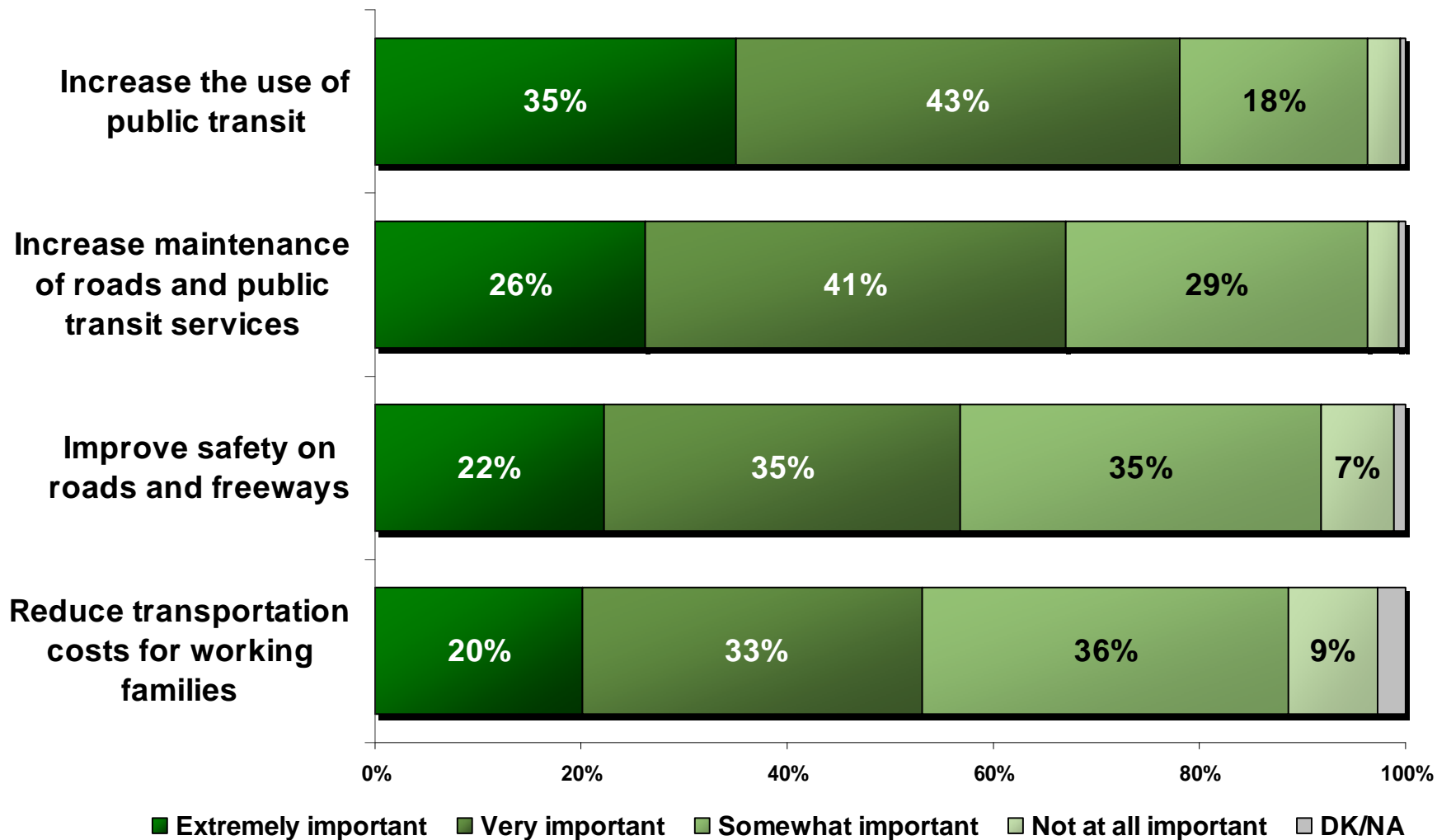
# Investment Priority: Transportation Funding for Local Communities



Should transportation funding favor communities that are planning to build housing along public transit lines?



# Importance of Different Transportation Priorities for the Bay Area

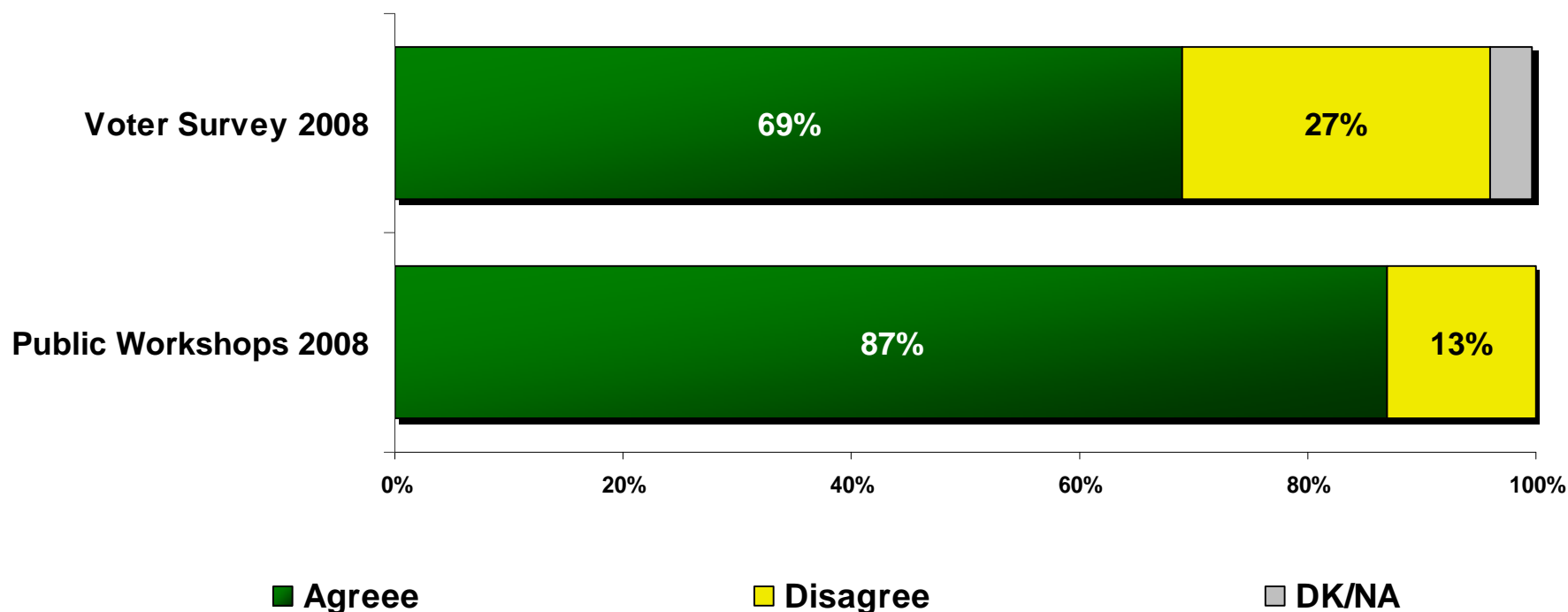


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# Transportation Investment Tradeoffs: Reducing Emissions Favored Over Making Driving Easier



Transportation improvements should focus on reducing tailpipe emissions and encouraging less driving, not on improving our ability to drive more easily around the Bay Area

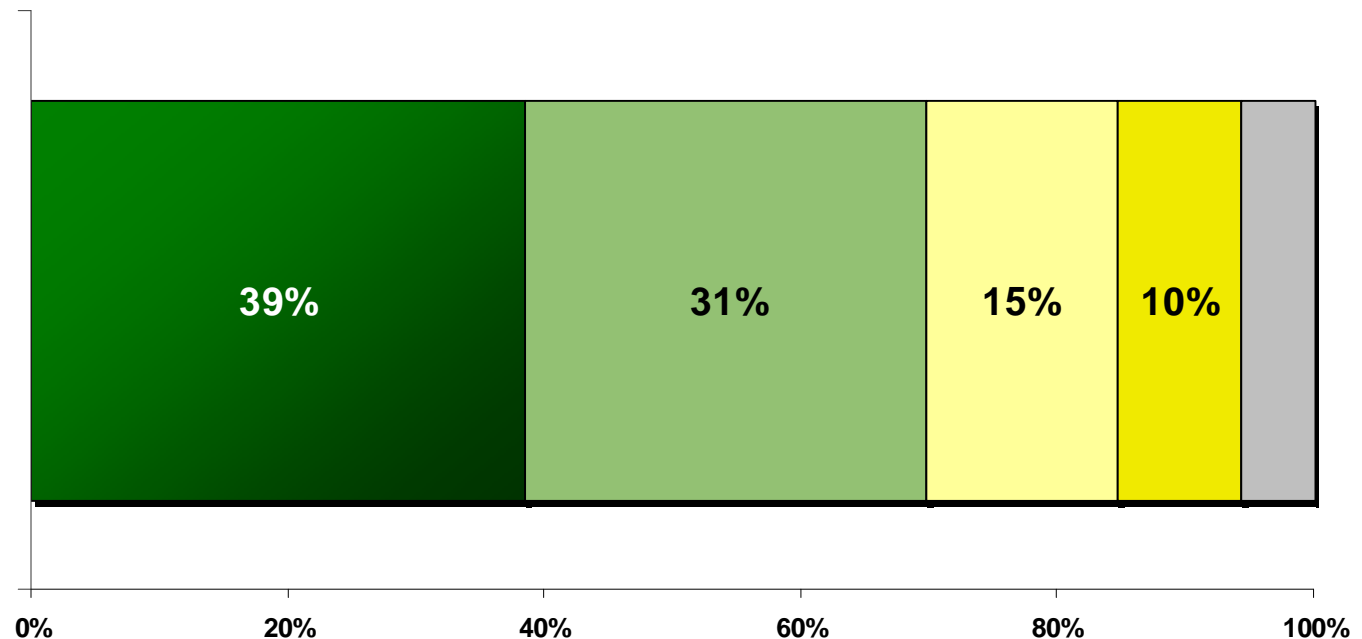


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# Transportation Investment Tradeoffs: More Efficiency Favored Over New Roads and Services



Transportation investments should focus on making freeways and public transit services run more efficiently, rather than building new freeways and expanding transit services.



■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ DK/NA

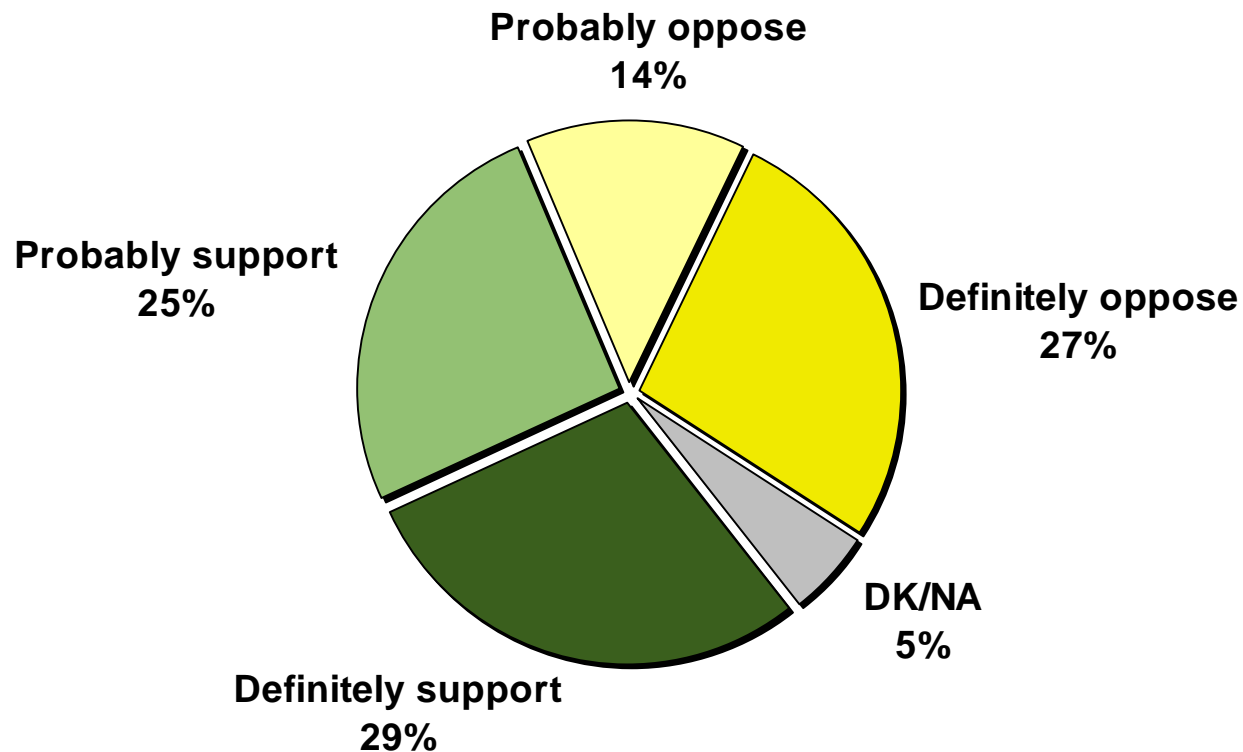


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# Support for HOT Lanes: First Test



54% of voters would support establishing High-Occupancy/Toll (HOT) lanes on Bay Area freeways.



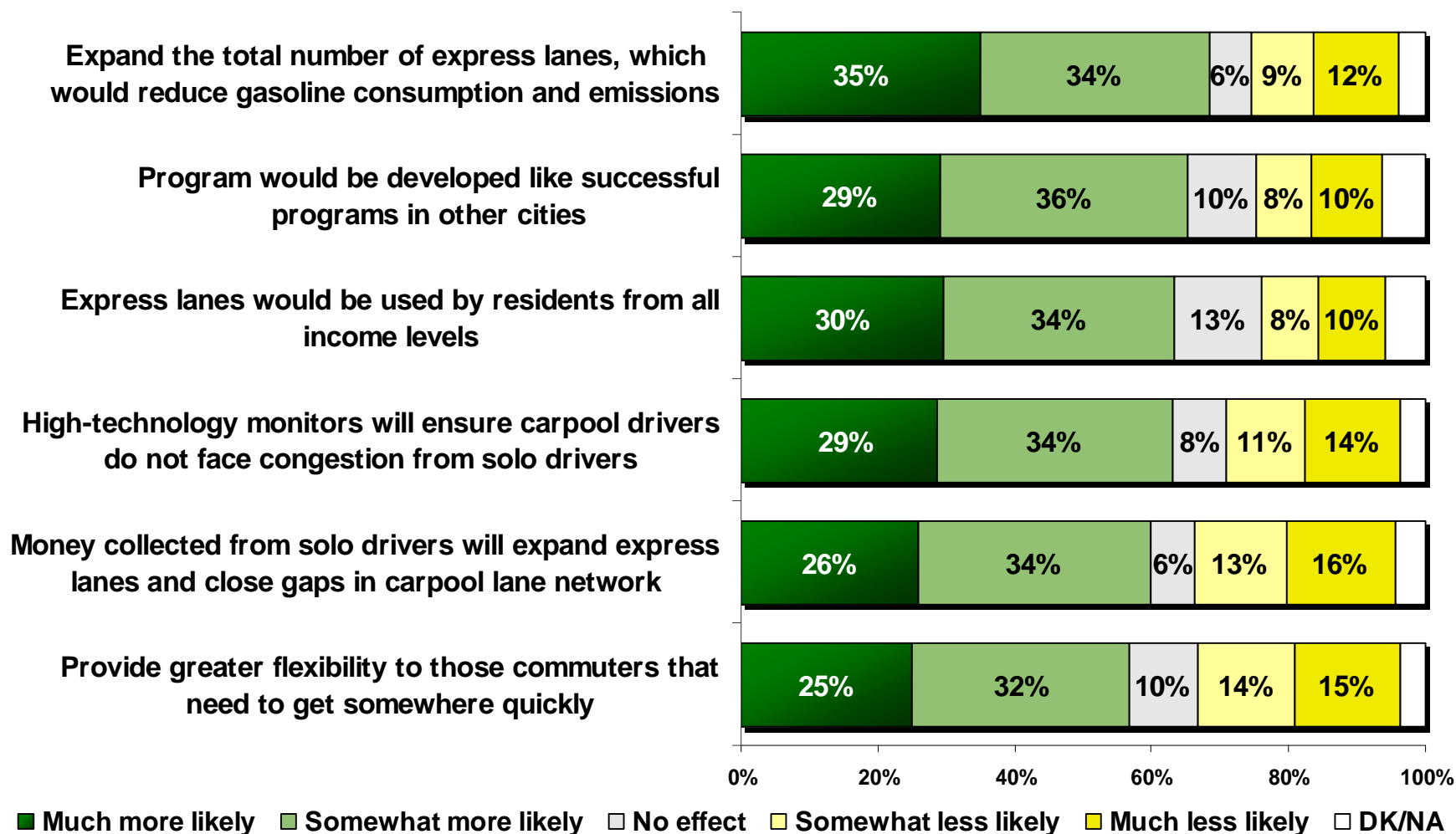
# Biggest Concerns Related to HOT Lanes



Voters who *did not* “Definitely” support establishing HOT Lanes on Bay Area freeways cited the following as their biggest concerns:

1. They will not work / will not reduce congestion (24%)
2. Express lanes are only for the wealthy (21%).

# Influence of Additional Information on Support for HOT Lanes

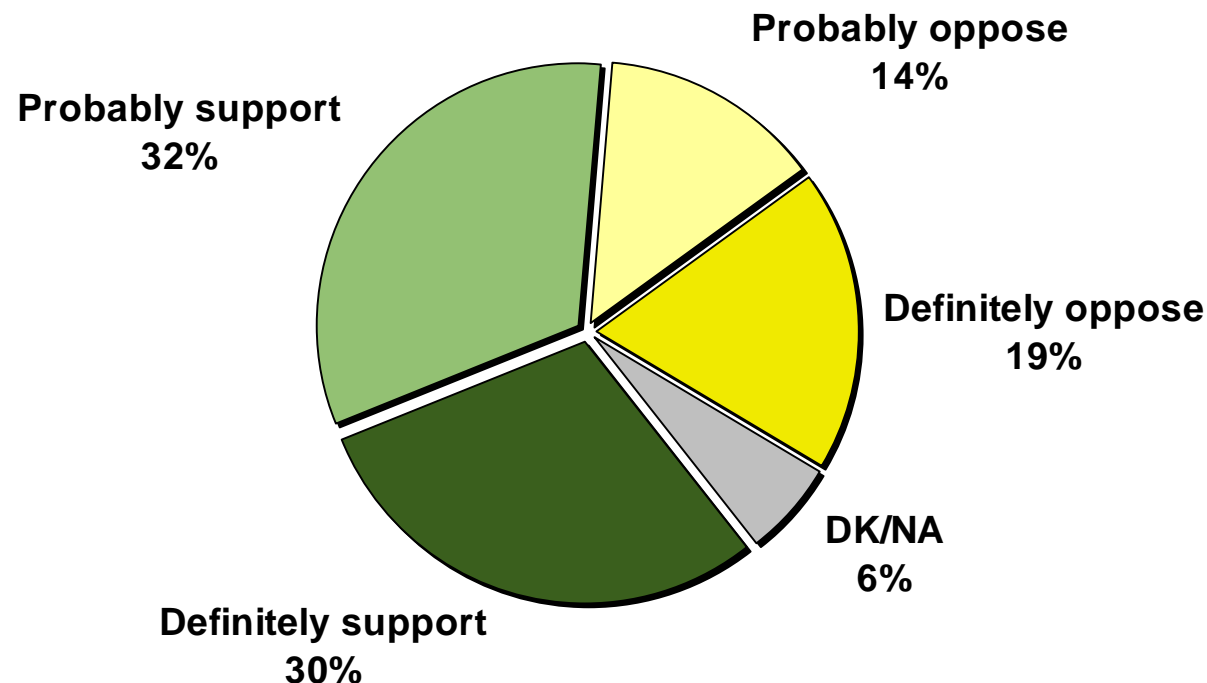


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# Support for HOT Lanes: Second Test



After learning more about the idea, 62% of voters supported establishing HOT Lanes on Bay Area freeways (an 8% increase from the first test)

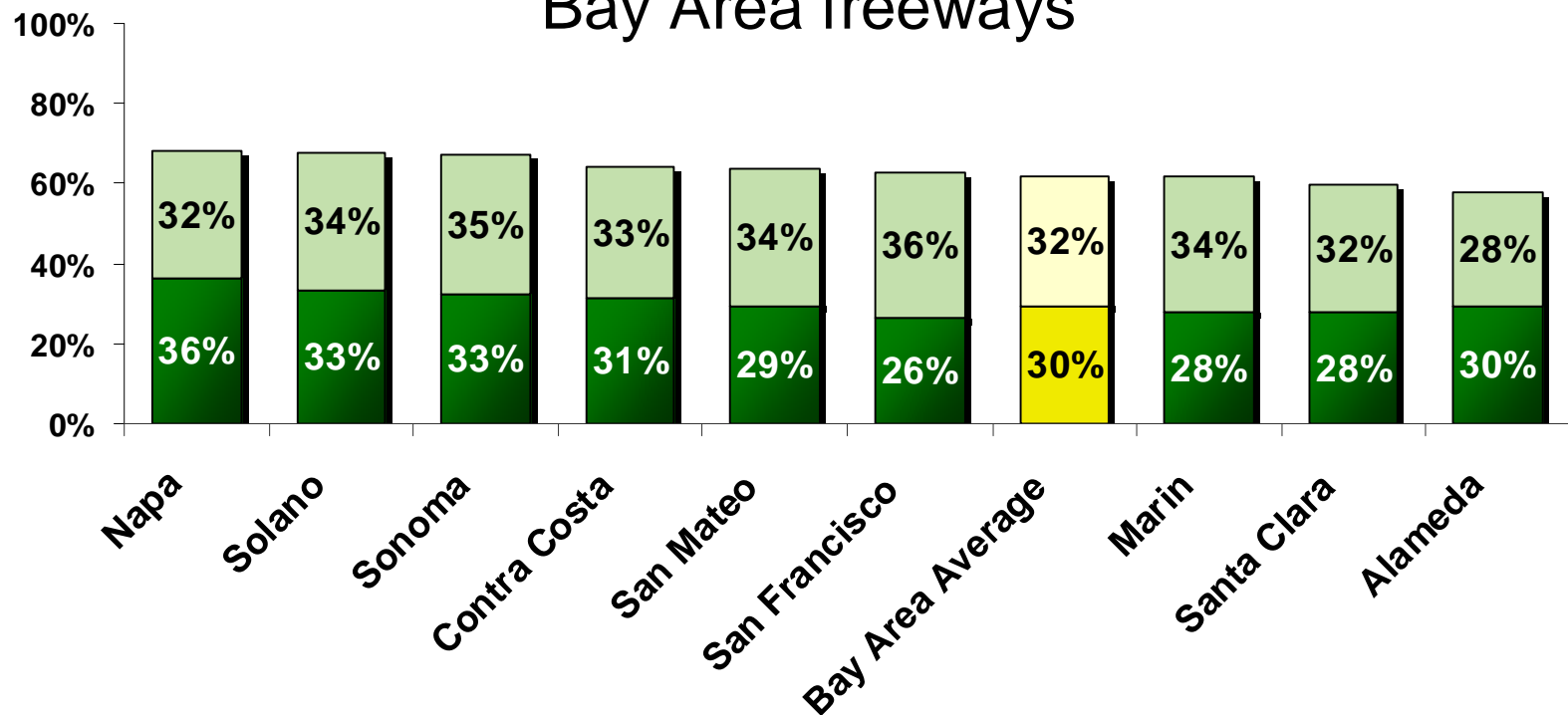


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# Support for HOT Lanes: Second Test – County Level



Voters in Napa (68%), Solano (68%\*), and Sonoma (67%\*) indicated the most support for establishing HOT Lanes on Bay Area freeways



\* Discrepancy due to rounding in the figure

■ Definitely support ■ Probably support



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